

ORDER



WKYC

Orders	Order / Rev:	<u>704344</u>	
	Alt Order #:	<u>06262051</u>	
	Product Desc:	<u>AMERICANS FOR PROSP.</u>	
	Estimate:	<u>1160</u>	
	Flight Dates:	<u>08/28/12 - 09/03/12</u>	
	Original Date / Rev:	<u>09/24/12 / 09/24/12</u>	
	Order Type:	<u>Political</u>	
			WKYC
			<u>Joe Knauer</u>
			<u>T-WAS</u>
			<u>NAT</u>
Agency	Name:	<u>Mentzer Media Services/ POL</u>	
	Buying Contact:		<u>Cash</u>
	Billing Contact:		<u>Broadcast</u>
		<u>600 Fairmount Ave. Suite 306</u>	<u>EOM/EOC</u>
		<u>Towson, MD 21286</u>	<u>Agency Commission:</u>
			<u>15%</u>
Advertiser	Name:	<u>Americans For Prosperity</u>	
	Demographic:	<u>A35+</u>	<u>New Business Thru:</u>
	Product Codes:	<u>IS-Candidate/Presidential,IS-Candidate/</u>	<u>Order Separation:</u>
	Priority:	<u>P-2</u>	<u>Advertiser External ID:</u>
	Revenue Codes:	<u>AGY, GEN, POL</u>	<u>Agency External ID:</u>

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/03/12	15	\$27,175.00	\$23,098.75	September 2012	15	\$27,175.00	\$23,098.75	0.00
					Totals	15	\$27,175.00	\$23,098.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Joe Knauer Start Of Order - End Of Order 100%

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Flight Dates:	08/28/12 - 09/03/12

Advertiser: Americans For Prosperity
Product Desc: AMERICANS FOR PROSP.
Estimate: 1160

WKYC

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount										
6	WKYC	09/02/12	09/02/12	SUN	TDY	CM	8a-9a		-----S	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00										
NBC Today Show (Su)																											
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating																	
Week: 08/27/12		09/02/12		-----S		1		\$850.00		0.00																	
7	WKYC	09/03/12	09/03/12	M-F	9-10a	Today II	CM	9a-10a	M-----	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00										
Today Show II (9:00 AM-10:00 AM)																											
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating																	
Week: 09/03/12		09/09/12		M-----		1		\$375.00		0.00																	
8	WKYC	09/03/12	09/03/12	M-F	5-6p	Dr. Phil	CM	5p-6p	M-----	:30	2	\$650.00	P-2	0.00	NM	0	\$0.00										
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating																	
Week: 09/03/12		09/09/12		M-----		2		\$650.00		0.00																	
Spot		Ch		Date Range		Description		Start/End Time		Weekdays		Length		Rate		Rtg											
1		WKYC		09/03/12-09/09/12		M-F 5-6p		5p-6p		M-----		:30		(\$650.00)		0.00											
Credited																											
2		WKYC		09/03/12-09/09/12		M-F 5-6p		5p-6p		M-----		:30		(\$650.00)		0.00											
Credited																											
9	WKYC	09/03/12	09/03/12	M-F	6-630p	Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00										
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating																	
Week: 09/03/12		09/09/12		M-----		1		\$1,800.00		0.00																	
10	WKYC	09/03/12	09/03/12	LN (M-Su)		Late News (M-Su)	CM	11P-1135P	M-----	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00										
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating																	
Week: 09/03/12		09/09/12		M-----		1		\$2,800.00		0.00																	